HEALTH AND WELLNESS

Our scope and reach encompasses all stages of life—from infancy through the golden years, from human health and well-being to animal husbandry, from neglected diseases to scourges of modern life like cancer, pain, diabetes and heart disease.

We have been a leader in prescription medicines since our founding 160 years ago. Now we are also a global force in vaccines, consumer health care, infant nutrition and animal health. We aim to meet the full range of human need and help people around the world take control of, and manage, their health and well-being.

In the consumer marketplace, we keep finding new ways for our trusted remedies to bring comfort and support, such as the recently released Advil Congestion Relief and Caltrate Softchews, while Children’s Advil and Centrum Ultra have risen to the top of their markets. Our nutrition line fills the gaps for children who need it, with new eye-health formulations and a new line for toddlers.

Perhaps the most significant news of 2010—certainly for children’s health—has been our launch of Prevenar 13 (known as Prevnar 13 in the U.S.) which is once again revolutionizing child vaccines and had gained approval in 80 countries by year end.

2010 Highlights

1. Prevenar 13 for pediatric use has been launched in Nicaragua—the first developing nation to launch the new vaccine under the auspices of the Advance Market Commitment—within one year of its introduction in the U.S. and Europe. Previously, the gap between introduction of new vaccines in developed and developing countries averaged 15 years.

2. Children’s Advil became, for the first time, the leading fever reducer and pain reliever for children.

222. Number of scholarships provided for veterinary students by Pfizer Animal Health in the first year of $2 million, three-year program to support the future of the veterinary profession.
Prevenar 13 Helping to Prevent Pneumococcal Disease in Infants and Young Children Around the World

Pneumococcal disease is a leading cause of death in young children and can result in invasive infections such as meningitis and sepsis, as well as noninvasive infections.

Prevenar 13, which is based on the scientific foundation of Prevnar—the company’s 7-valent pneumococcal conjugate vaccine—provides coverage against the 13 most prevalent serotypes associated with pneumococcal disease in infants and young children worldwide. Prevenar 13 includes the seven serotypes in Prevenar (4, 6B, 9V, 14, 18C, 19F and 23F) as well as six additional serotypes (1, 3, 5, 6A, 7F and 19A). Notably, serotype 19A is now the most common invasive-disease-causing serotype in the United States and is increasing in prevalence elsewhere. It is frequently antibiotic resistant.

First introduced in Germany in December 2009, Prevenar 13 had been registered in 80 countries and launched in more than 50 countries around the world by the end of 2010.

Seeking Approval to Expand Prevenar 13 to Adults 50 and Older

Older adults are also at increased risk for pneumococcal disease and its potentially serious consequences. As a result, we announced in December 2010 that we are seeking supplemental indications for Prevenar 13 in both the United States and the European Union in adults 50 years of age and older for the prevention of pneumococcal disease caused by the 13 serotypes contained in the vaccine. Pfizer’s applications to the FDA and EMA are based on six Phase III studies involving approximately 6,000 subjects.

Partnering to Bring Prevenar 13 to Children in the Developing World

As a part of our ongoing commitment to accelerate global access to our vaccines and medicines, on December 12, 2010, we made history when Prevenar 13 was introduced into the first childhood immunization program for pneumococcal disease in the developing world, in Nicaragua, under the auspices of the Advance Market Commitment (AMC) program. The AMC is an innovative program which involves private-public partnerships to help make newer vaccines available on a sustainable, affordable and accelerated basis to the least developed countries.

The launch of Prevenar 13 in the developing world within one year of its introduction in industrialized nations was unprecedented, given the average 15-year gap between introduction of new vaccines in developed and developing countries.

In March 2010 we entered into a 10-year agreement to provide Prevenar 13 to infants and young children in the world’s poorest countries under the terms of the AMC. The AMC procurement process is administered by the United Nations Children’s Fund, piloted by the GAVI Alliance and funded by the Bill & Melinda Gates Foundation and the governments of Italy, the U.K., Canada, Russia and Norway.